What is Campaign, Adset & Ads in meta Ads?

In Meta Ads, there are three main levels of advertising: Campaign, Ad Set, and Ad. All of these play an important role when it comes to running successful advertisements.

A Campaign is the highest level of advertising where you get to decide what kind of objective your advertisement should have. It could be brand awareness, traffic, engagement, leads, or even conversion. This is so that Meta Ads understand what kind of results you want to obtain from your advertisement.

The Ad Set is the second level of advertising on Meta Ads. It is where you get to decide who is going to view your ad based on various criteria such as location, age, and even behavior.

Lastly, there is the Ad, which is the third level of advertising on Meta Ads. It is where you get to create content that is going to be viewed by individuals. It includes images or even videos.

Understanding the three levels of advertising is an essential concept that is included in any of the great digital marketing course in South Delhi.